



**CALIFORNIA WORKFORCE INVESTMENT BOARD  
GREEN COLLAR JOBS COUNCIL  
MEETING NOTICE  
May 18, 2010  
10:00 a.m. – 12:30 p.m.**



Barbara Halsey  
Director

**California State University – Sacramento  
Alumni Center  
6000 J Street, Sacramento, CA**

Arnold  
Schwarzenegger  
Governor

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**AGENDA**

- I. Introduction and Opening Remarks**
- II. Chair/Executive Director Updates**
- III. Partner Updates**
- IV. Action Items: Approval of March 17, 2010 Meeting Minutes**
- V. Presentation: CaliforniaFIRST, Mike Marcus, Regional Program Manager (Capital region)**
- VI. Discussion Items:**
  - **One Page Business Plan Review**
  - **Premise Document**
- VII. General Discussions and Next Steps**
- VIII. Public Comment**

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Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.cwib.ca.gov> or contact Daniel Patterson for additional information.

**Green Collar Jobs Council**  
**April 19, 2010**  
**Meeting Summary**

**I. Introduction and Opening Remarks:**

Mr. Barry Sedlik, Chair, opened the meeting and asked for members and advisors in attendance to introduce themselves. The chair reminded members that this meeting was intended to pick-up where the last meeting left off in laying out the Green Collar Jobs Council's (Council) agenda for the next year.

**II. Chair/Executive Director Updates**

Mr. Barry Sedlik asked California Workforce Investment Board (State Board) Director, Ms. Barbara Halsey to update the Council on several items. Ms. Halsey discussed the status of the Regional Industry Clusters of Opportunity Grants (RICOG). She discussed the timeline of activities taking place between March to September, including regional action clinics that will provide technical assistance to each of the grantees. She announced that the first action clinic by Collaborative Economics, Inc. (CEI) will take place on April 28, 2010 for all ten RICOG grantees. She also encouraged all Council members to attend as observers. CEI will go over in-depth regional industry cluster of opportunity diagnosis with each of the ten RICOG grantee teams and provide technical assistance regarding how they can approach additional partners and industry cluster employers to set joint priorities.

Ms. Halsey also updated the Council on the State Energy Sector Partnership (Sector Partnership) and Training Grant. The Employment Development Department (EDD) has received the Notice of Obligation of Funds from the Department of Labor; the Department of Finance has submitted a request for budget authority to the legislature, which will take 30 days. The State Board staff has begun to work with Regional Teams to begin building the career pathways, educational pathways, and creating more complete regional initiatives throughout the state.

Ms. Halsey called upon Panama Bartholomy from the California Energy Commission to provide an update with Clean Energy Workforce Training Program (CEWTP). He told the Council about the meeting that was conducted with CEWTP partners and the 35 grantees regarding the areas they believe are working and where additional assistance is needed. He also briefed the Council regarding the two regional summits that were conducted regarding Home Stars. These summits began the dialogue among employers, the workforce development community, and industry standard representatives to prepare our state for the anticipated demand resulting from the federal Home Star program.

Ms. Halsey called upon Ms. Bonnie Graybill of EDD's Labor Market Information Division (LMID), to provide an update regarding the Council's Bureau of Labor Statistics (BLS) Green Jobs Definitions workgroup, which was convened to develop the comments for the Council regarding the BLS proposed definition by April 30, 2010. The Council directed staff to

develop a letter to be sent to and approved by the Council's chair based upon the input of the workgroup and Council (See Attachment I).

### **III. Labor and Workforce Development Agency Update**

Mr. Paul Feist discussed the Green Web portal that the Labor and Workforce Development Agency is working on with the Chief Information Office, the Energy Commission, EDD, and the State Board. The portal will be a nimble search engine that will link a user to several websites. He stated that this approach is contrary to a single "monolithic" website, which research has shown to be not effective. The portal is intended to facilitate a dialogue among businesses and job seekers regarding information and resources available to further the green economy.

The Chair asked Mr. Marty Keller to provide an update regarding the newly formed Governor's Office of Economic Development (GOED), which was rolled out on April 5, 2010. He stated, in part, that GOED was put together to assemble the state's economic development assets under one entity to systemically outreach to California's businesses.

The Chair, also asked all members to provide brief updates or share information.

### **IV. Action Item: Approval of March 17, 2010 Green Collar Jobs Council Meeting Minutes**

The Meeting Minutes were approved by the Council as submitted.

### **V. Discussion Items: One Page Business Plan**

During extensive discussion and Council input regarding the One Page Business Plan, the members provided to following language:

Vision: "Promote Investment in California's Green Economy through strategic actions at the state and regional levels with investors, employers, regulators, and other public sectors partners, and the trained green collar workforce."

Mission: "Catalyzing California Green Workforce Development to meet the needs of the expanding green economy."

The Council provided the following comments regarding areas that may be developed:

- Complimentary activities and strategies with GOED
- A clear message to investors that "it's ok to invest again"
- Package of California resources and policies (e.g., legislation)
- Outreach and coordination of activities with local government and trade organizations
- Publish, maintain and disseminate green training and funding map

- Meet with economic development organizations to discuss efforts they have underway
- Work with local government to identify regulatory barriers and policy restraints that impeded the green economy.

#### **VI. General Discussion and Next Steps**

The Council instructed staff to incorporate input summarized above in new draft of the One Page Business Plan and Premise Document. Staff was also instructed to e-mail members to solicit additional suggestions for the One Page Business Plan. The suggested changes or additions to the Action Plans will be prioritized by the Council members at the May 18, 2010, meeting.

#### **VII. Public Comment**

No public comment.